

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Cancelled).
2. (Original) A method of tracking a broadcast program, comprising:
  - inserting a unique watermark value into a program to be broadcast;
  - deriving a fingerprint value based on said program's content;
  - storing said program's watermark value and associated fingerprint value;
  - detecting any watermark value inserted in a given broadcast program;
  - deriving a fingerprint value based on said given broadcast program's content;
  - and comparing any detected watermark value and derived fingerprint value from said given broadcast program with said stored watermark and associated fingerprint values.
3. (Original) The method of claim 2, wherein said unique watermark value is written into the user bits of said program's SMPTE time code.
4. (Previously presented) The method of claim 2, wherein:
  - said program to be broadcast has an associated embedded audio data stream; and
  - said unique watermark is encoded into the bits of said program's embedded audio data stream.
5. (Previously presented) The method of claim 2, further comprising:

creating a database in which the unique watermarks and their associated derived fingerprint values for a plurality of unique programs to be broadcast are stored; and

registering the unique watermark and associated derived fingerprint value for said program to be broadcast in said database;

comparing said watermark detected in said given broadcast program with the watermarks stored in said database; and

when said database contains a stored watermark which matches said detected watermark, cross-checking said fingerprint value derived from said given broadcast program with the stored fingerprint value associated with said stored watermark.

6. (Previously presented) The method of claim 5, further comprising reporting the results of said cross-checking to a registrant of said program to be broadcast.

7. (Currently amended) The method of claim 5, further comprising comparing said fingerprint value derived from said given broadcast program with [[all]] said stored fingerprint values when said fingerprint value derived from said given broadcast program is different than said stored fingerprint value associated with said stored watermark.

8. (Cancelled).

9. (Cancelled).

10. (Previously presented) A method for enabling reliable identification of a content comprising:  
embedding a watermark value into said content to produce an embedded content;  
generating a fingerprint associated with said content;  
registering information comprising said watermark value and said fingerprint, wherein said information can be subsequently used to identify said content.

11. (Previously presented) The method of claim 10, wherein said fingerprint is generated by analyzing inherent characteristics of the content.
12. (Previously presented) The method of claim 11, wherein said inherent characteristics comprise at least one of luminance, chroma, gamma, or amplitude levels of the content.
13. (Previously presented) The method of claim 10, wherein said fingerprint is generated for at least portions of an audio or video component of said signal.
14. (Previously presented) The method of claim 10, wherein said watermark value is embedded in at least portions of an audio or video component of said content.
15. (Previously presented) The method of claim 10, wherein said watermark value is inserted into an auxiliary information area of said content.
16. (Previously presented) The method of claim 15, wherein said auxiliary information area is reserved for an SMPTE time code.
17. (Previously presented) The method of claim 10, wherein said registering comprises:
  - receiving information comprising at least said watermark value and said fingerprint at a registration authority; and
  - verifying the received information.
18. (Previously presented) The method of claim 17, wherein said verifying comprises comparing at least one of said watermark value or said fingerprint against a database of registered watermark values and fingerprints.

19. (Previously presented) The method of claim 18, wherein said registering is completed when said comparing produces no matches.

20. (Previously presented) The method of claim 18, wherein said registering is not completed when said comparing produces at least one match.

21. (Previously presented) The method of claim 20, further comprising notifying at least one of an applicant or a content owner.

22. (Previously presented) The method of claim 18, wherein, said registering is partially completed when said comparing produces at least one match.

23. (Previously presented) The method of claim 22, further comprising:

contacting at least one of an applicant for registration or a content owner; and  
updating said database in accordance with the response(s) of said applicant or said content owner.

24. (Previously presented) The method of claim 17, further comprising receiving additional content identification information.

25. (Previously presented) The method of claim 24, wherein said additional content identification information comprises at least one of content title, ownership information, or origination information.

26. (Previously presented) The method of claim 24, further comprising:

comparing at least one of said watermark value, said fingerprint or said additional content information against a database of registered watermark values, fingerprints and additional content identification information.

27. (Previously presented) The method of claim 26, wherein said registering is completed when said comparing produces no matches.

28. (Previously presented) The method of claim 26, wherein said registering is not completed when said comparing produces at least one match.

29. (Previously presented) The method of claim 28, further comprising notifying at least one of an applicant for registration or a content owner.

30. (Previously presented) The method of claim 26, wherein said registering is partially completed when said comparing produces at least one match.

31. (Currently amended) The method of claim 30, further comprising:  
    contacting at least one of an applicant for registration or a content owner; and  
    updating said database in accordance with the response(s) of said applicant or said content owner.

32. (Currently amended) A method for enabling identification of a received content comprising:  
    generating a fingerprint associated with said received content;  
    analyzing said received content to discern the presence of embedded watermarks; and  
    identifying said received content utilizing ~~at least one of~~ said fingerprint and said analyzing.

33. (Previously presented) The method of claim 32, wherein said identifying is based on additional information stored in a registration database.

34. (Previously presented) The method of claim 32, wherein:

no watermarks are detected as a result of said analyzing;  
said identifying comprises comparing said fingerprint with a database of registered fingerprints; and  
if a match is discovered, reporting the reception of a registered content.

35. (Previously presented) The method of claim 32, wherein:

no watermarks are detected as a result of said analyzing;  
said identifying comprises comparing said fingerprint with a database of registered fingerprints; and  
if no matches are discovered, reporting the reception of an unregistered content.

36. (Currently amended) The method of claim 32, wherein:

at least one watermark value is detected as a result of said analyzing; and  
the detected watermark value and said fingerprint are combined to uniquely identify said received content.

37. (Previously presented) The method of claim 32, wherein:

at least one watermark value is detected as a result of said analyzing;  
said identifying comprises comparing the detected watermark value with a database of registered watermark values; and  
if the detected watermark value matches a registered watermark value from the database, said fingerprint is compared with a database of registered fingerprints; and  
if the fingerprint matches a registered fingerprint from the database, a first identification information associated with said stored watermark value is compared with a second identification information associated with said fingerprint to assess the status of said received content.

38. (Previously presented) The method of claim 37, wherein an agreement between said first and second identification information indicates the reception of a properly registered content.

39. (Previously presented) The method of claim 37, wherein a report is issued in the event of a conflict between said first and second identification information.

40. (Previously presented) The method of claim 37, wherein a conflict between said first and second identification information indicates the reception of an improperly registered content or an altered content.

41. (Cancelled).

42. (Previously presented) The method of claim 32, wherein cryptographic techniques are employed to ensure secure communications with said database.